

OPTIMIZING ARCHIVES

grants, exhibitions, marketing

Grant writing, exhibition planning, and marketing are all modes of storytelling. A well-kept studio archive will allow you to access items to populate those stories.

Grants

- Associate records in your inventory with their funding projects.
- Keep surrogates for your strongest samples.
- Maintain your list of references.
- Set milestone goals for prospecting, drafting, and submitting grant applications.

Exhibitions

Optimize your archives to:

- Align your proposal with the curating goals of the museum/gallery.
- Provide information for catalogues or other textual material associated with the exhibition.
- Contextualize your entire career.

Marketing

- Make your presence known: go to festivals, start an Instagram account, or create a blog or newsletter.
- Connect with your audience by including personal touches—give them a peak into your studio.
- Building and maintaining an audience isn't easy. Be consistent and persevere!

Organize according to function. All of your documents related to grant writing, exhibition proposals and submissions, and marketing are also part of your studio archive.

SELECTED SOURCES

Grants

Battenfield, Jackie. *The Artist's Guide: How to Make a Living Doing What You Love*. 1st ed. Da Capo Press ed. Cambridge, Mass.: Da Capo Press, 2009.

Hasselbring, Patty. "Keeping It All Straight: 8 Tips for Getting Grant Organized." *The Grantsmanship Center*. January, 2013. <https://www.tgci.com/keeping-it-all-straight-8-tips-getting-grant-organized>.

Liberatori, Ellen. *Guide to Getting Arts Grants*. New York: Allworth Press, 2006.

Rosenberg, Gigi. *The Artist's Guide to Grant Writing: How to Find Funds and Write Foolproof Proposals for the Visual, Literary, and Performing Artist*. 1st ed. New York: Watson-Guptill, 2010.

Marketing

O'Reilly, Daragh. *The Routledge Companion to Arts Marketing*. Abingdon, Oxon ; New York: Routledge, 2014.

"8 Marketing Tips from Successful Working Artists." *Artwork Archive*. <https://www.artworkarchive.com/blog/8-marketing-tips-from-successful-working-artists>.

Project Management

Atkinson, Karen. *Getting Your Sh*t Together: a Professional Practices Manual for Artists*. Los Angeles CA: GYST Ink Press, 2010.

Grant, Daniel. *The Business of Being an Artist*. Fifth ed. New York: Allworth Press, 2015.

Asana.com.

Trello.com.